

# FY12: Co-Opportunities

December 8, 2011

MONTANA

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  - Media Partner Information

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# CONSUMER MARKETING FOCUS

- + Montana Office of Tourism (MTOT) Goals for FY12
  - Increase awareness of the brand among the target audience
  - Move Montana into the target audience's consideration set
  - Support Montana tourism entities in increasing their revenues
- + MTOT Priority
  - Create a comprehensive, all-season and integrated consumer-facing marketing campaign that attracts the target audience to Montana
- + Consumer Marketing Objectives for FY12
  - Increase target audience's awareness of the brand by 3 percentage points by June 2012
  - Increase target audience's intent to travel to Montana by 2 percentage points by June 2012
- + Media Objective
  - Increase awareness and drive people to visit the state of Montana and the various destinations within the state.

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# CONSUMER MARKETING FOCUS

## + Target

- Primary: Geo-Traveler
  - Focus on the experience of the destination
  - Seek the authenticity of people and places
  - They have multi-faceted interests and will take in a number of attractions during a vacation so long as they are authentic to the culture they are visiting
- Secondary: Winter Visitor (Snow Seeker)
  - Chooses a vacation that is about much more than one activity
  - Enjoys skiing plus other experiences (e.g., wildlife, snowshoeing, dog sledding, history, culture, etc.)
  - Wants to do multiple activities and experience them fully
  - Feels that unique connection to the natural world that only snow and winter can bring
- Snow-Experience Seeker is a combination of the Geotraveler and the ski / winter enthusiast, which creates a broader target
- Geotraveler plus winter enthusiasts:
  - age: 25-54
  - HHI: \$60K+
  - Bachelor's degree or higher
  - Has taken 2+ domestic vacations in the past 12 months and was active on these trips
  - Likely to be in an airline frequent flier club

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# FY12 MTOT MEDIA FLOW CHART

	MONTANA 2011-2012 Preliminary Media Recommendation																																																											
2011-2012 Seasonal Efforts	October					November					December					January					February					March					April					May					June					July					August					September				
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24							
	Montana Tourism National Branding																																																											
	Winter Push												Core Season												Shoulder Season																																			
PRINT																																																												
Backpacker											P4CB - C4															P4CB + Adv										P4CB + 1/3rd																								
Budget Travel						P4CB																				P4CB + Adv										P4CB																								
Food Network																										P4CB + Adv																																		
History											P4CB + Adv																																																	
Men's Journal											P4CB + 1/3rd										P4CB + 1/3rd															P4CB + 1/3rd																								
Nat Geo Traveler						P4CB + Adv															P4Cb + Adv					P4CB + Adv																																		
Outside	P4CB + Adv										P4CB + Adv																				P4CB + Adv																													
Travel and Leisure																P4CB + 1/3rd															P4CB + 1/3rd																													
Ski	P4CB + 1/3rd										P4CB + 1/3rd																																																	
Print Total ONLINE																																																												
Backpacker																																																												
BrightRoll																																																												
Discovery																																																												
Food Network																																																												
iExplore																																																												
MSN																																																												
National Geographic																																																												
Ski & Skiing																																																												
Sojern																																																												
Travel Channel																																																												
Trip Advisor																																																												
Yahoo!																																																												
Search																																																												

# FY12 MTOT PROGRAMS & TIMING FOR CO-OPS

Campaign	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
MTOT: Winter National	Brand Message tied to the Winter <i>Experience</i>											
Co-Op Winter	Partner message											
MTOT KM: Winter	Winter Experience											
Co-Op KM Winter	Partner message											
MTOT: Warm National						Brand Message						
Co-Op Warm						Partner message						
MTOT KM: Warm						Brand Message						
Co-Op KM Warm						Partner message						

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# CAMPAIGNS

## + FY12 Co-Ops:

- Winter National
- Winter Key Market
  - Chicago
  - Seattle
  - Minneapolis
- Summer National
- Summer Key Market
  - Chicago
  - Seattle
  - Minneapolis
- Regional/Surrounding States (Winter and/or Summer)
  - ND, SD, WY, ID, WA

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Co-Opportunities

**PARTNER OPTIONS**

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# PROGRAM OVERVIEW

## + Goal:

- Provide tourism partners (regions, CVBs, TBIDs, private sector where appropriate) with a menu of affordable cooperative advertising opportunities that leverage the state brand and resources.

## + Guidelines:

### – Opportunities will:

- Include options to promote both winter and warm seasons
- Reach both national and regional audiences
- Include a variety of media options
- Give partners creative options (see page 12):
  - Templated
  - Partner-created
- Have price points that start at \$1,500
- Employ media partners to handle all logistics from the onset of the program

# PROGRAM OVERVIEW

## + Components:

- Print & Online

## + Timing:

- Options available to coincide with MTOT campaigns throughout the year
  - Winter
    - Regional & National
  - Warm
    - Regional & National

## + Costs:

- MTOT has invested with these media partners, resulting in better negotiated rates where possible and subsidized program costs for Co-op Partners
  - MTOT commitment to Co-Op Partner programs: \$200,000

# MONTANA

Co-Opportunities

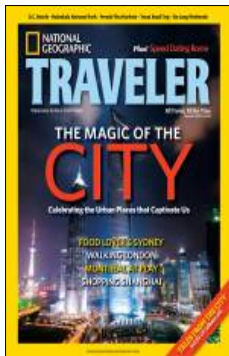
**PRINT**

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# PRINT CO-OPS

- + Print partners will sell in co-op advertising sections offering co-op ad space
  - Some will include matching advertorial space
    - Additional details in the appendix

## Winter & Warm Season



Winter -Nov/Dec  
(Winter Sport) &  
Warm Season –  
May Issue



Winter - Dec.  
Issue & Warm  
Season – May  
Issue



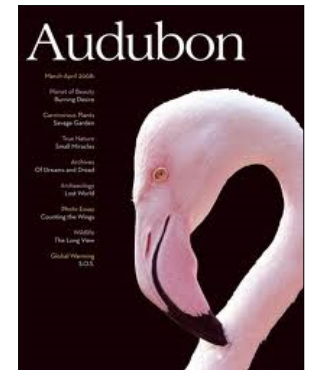
May/June  
Issue



June Issue



June Issue



May Issue

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# PRINT CO-OPS

## + Creative:

- Templated: MTOT will supply a “template” and the brand books to the following publications as an aid in the overall design and writing style for co-op issues\*:
  - Outside (Warm Season issue only)
  - Audubon
  - Backpacker
  - History
  - Budget Travel
- Goal of template:
  - To have publication-designed sections align with the Montana brand
  - Create a larger umbrella in which all content fits within, making it obvious to the consumer that all content is part of a Montana section (adds cohesiveness)
- MTOT/Mercury designed and written co-op issue\*:
  - Nat Geo (Warm Season issue only)

\* NOTE: Deliverables vary by opportunity, contact individual sales reps for the details on each insertion, i.e. ad + advertorial space, reader service listings, etc.

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# FY12 PUBLICATION TIMING FOR CO-OPS (Date of Issue)

Publication	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Nat Geo Traveler*		X						X				
History									X			
Budget Travel								X				
Backpacker									X			
Audubon								X				
Outside*			X					X				

## \*Publications with two issues

- Nat Geo Traveler:
  - 1) Nov/Dec
  - 2) May
- Outside:
  - 1) December
  - 2) May

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# PRINT DETAILS FOR CO-OPS

Publication	Circulation	Issue Date	# of Units Avail.	Ad size*	Estimated Cost *	Open Rate	Savings from Open Rate	Closing Date*	Materials Due Date*	Contact
Nat Geo Traveler	715,000	Nov/Dec	as many as would like to participate	1/2 page 1/3 page 1/4 page	\$17,241 \$11,494 \$8,620	\$34,009 \$22,650 \$17,004	49% off	9/13/2011	9/13/2011	Layne Middleton fourcrns@aol.com 928-443-8540
Nat Geo Traveler	715,000	May/June	as many as would like to participate	1/2 page 1/3 page 1/4 page	17,241 \$11,494 \$8,620	\$34,009 \$22,650 \$17,004	49% off	3/14/2012	3/14/2012	Layne Middleton fourcrns@aol.com 928-443-8540
History	300,000	May/June	as many as would like to participate	1 page 2/3 page 1/2 page 1/3 page 1/6 page	\$16,000 \$10,666 \$8,000 \$5,333 \$2,667	\$26,070 \$17,381 \$13,035 \$8,681 \$4,345	39% off	3/1/2012	3/15/2012	Bob Flahive robert.flahive@flahive.com 707-935-2880
Outside	675,000	Dec	as many as would like to participate	1/4 page 1/6 page	\$6,425 \$3,215	\$18,913 \$12,611	66% off 75% off	9/24/2011	10/1/2011	Janet McKevitt jmckevitt@outsidemag.com 312-222-1100
Outside	675,000	May, Summer Buyers Guide	as many as would like to participate	1 page 1/2 page 1/4 page	\$19,942 \$6,425 \$3,215	\$29,674 \$14,837 \$7,418	33% off 51% off 51% off	2/16/2012	3/15/2012	Janet McKevitt jmckevitt@outsidemag.com 312-222-1100
Budget Travel	675,000	May	as many as would like to participate	1/2 page 1/3 page 1/6 page	\$14,750 \$10,690 \$7,290	\$24,633 \$16,406 \$8,213	40% off 35% off 11% off	2/14/2012	3/9/2012	Andrew Weins andrew.weins@budgettravel.com 310-463-9284
Backpacker	340,000	June	as many as would like to participate	1 page 1/2 page 1/3 page 1/4 page	\$15,499 \$7,788 \$5,166 \$3,875	\$39,950 \$19,975 \$13,303 \$9,988	61% off	4/5/2012	4/12/2012	Barb Van Sickle bvansickle@aimmedia.com 303-625-1624
Audubon	420,000	May	as many as would like to participate	1 page 1/2 page 1/3 page 1/4 page	\$19,865 \$9,933 \$6,622 \$4,966	\$38,012 \$19,006 \$12,658 \$9,503	48% off	2/22/12	2/27/12 (copy points) 3/12/12 (ad materials)	Cathy Daun cathy@zoellermediasales.com 312-782-8855

\*Note: Ad costs, available sizes, closing dates and material due dates are listed for reference but may vary slightly from the information above. Please contact the sales rep listed to confirm.

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**DIGITAL**

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# RECOMMENDED PARTNERS



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# RECOMMENDED PARTNERS

- + Four digital partners
- + Package prices range from \$1,500 - \$12,500
- + Geography options:
  - National
  - Key Market
  - Regional (ND, SD, WY, ID, WA)
- + Templated and Co-Op-developed creative
- + Additional details in the appendix

## MONTANA

# iEXPLORE

Partner	Options:	Geography	Flight Dates	Co-op Partner Cost	Impressions	Package Details	# of Packages
iExplore	Co-Op Listing Level #1	National	10/15-1/31 or 3/1-6/30	\$10,000 (CPM: \$8.51)	1,175,000	Experiences Section Inclusion; Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 600K Banner Ad impressions	n/a
	Co-Op Listing Level #2	National	10/15-1/31 or 3/1-6/30	\$5,000 (CPM: \$9.52)	525,000	Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 300K Banner Ad impressions	n/a
	Co-Op Listing Level #3	National	10/15-1/31 or 3/1-6/30	\$1,500 (CPM: \$8.57)	175,000	Homepage Billboard Logo; Co-Op Enewsletter (600x200);	n/a

- + Contact: Harley Schachter, harley@iexplore.com, 312-492-9443 ext.124
- + Creative is Co-Op Partner-developed; various sizes plus logo:
  - + 120x90, 600x200, 300x250, 728x90, 160x600 or 300x600, logo
  - + Note: Please confirm all creative specs with site contact prior to issuing creative

# MONTANA

# TRIP ADVISOR

Partner	Options:	Geography	Flight Dates	Co-op Partner Cost*	Impressions	Package Details	# of Packages
Trip Advisor	Package A	National and partner defined geo-target	10/15-1/31 and/or 3/1-6/30	\$3,500 (CPM: \$17.95)	TBD - estimate 195,000	Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT	n/a
	Package B	National and partner defined geo-target	10/15-1/31 and/or 3/1-6/30	\$7,500 (CPM: \$18.07)	TBD - estimate 415,000	Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT	n/a
	Package C	National and partner defined geo-target	10/15-1/31 and/or 3/1-6/30	\$12,500 (CPM: \$17.86)	TBD - estimate 700,000	Advertorial premium (top of page higher SOV) placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT, Free spotlight tags to monitor click thru and conversion data	n/a

- + Contact: Meredith Dillon, mdillon@tripadvisor.com, 972-803-5816
- + Creative is Co-Op Partner-developed; three sizes:
  - + 300x250, 160x600 and 728x90
  - + Note: Please confirm all creative specs with site contact prior to issuing creative

\*Package available with \$50,000 MTOT investment

# MONTANA



# MADDEN MEDIA

Partner	Options:	Geography	Flight Dates	Co-op Partner Cost*	Impressions	Package Details	# of Packages
Madden Media	CEO Campaign - Winter	National	11/1-11/30 - winter	\$5,000 (CPM: \$2.00)	2,500,000	One of 5 partners built into Madden rich media designed unit for Montana (examples: <a href="http://www.maddenmedia.com/richmedia">www.maddenmedia.com/richmedia</a> )	5 partners max
	CEO Campaign - Summer	National	4 weeks TBD - Summer	\$5,000 (CPM: \$2.00)	2,500,000	One of 5 partners built into Madden rich media designed unit for Montana (examples: <a href="http://www.maddenmedia.com/richmedia">www.maddenmedia.com/richmedia</a> )	5 partners max

- + Contact: Pati Flannery, [pflannery@maddenmedia.com](mailto:pflannery@maddenmedia.com), 708-386-6062
- + Creative is templated; for an example, please click here
  - + [www.maddenmedia.com/richmedia](http://www.maddenmedia.com/richmedia)
  - + Note: Please confirm all creative specs with site contact prior to issuing creative
- \* Package available with \$50,000 MTOT investment

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# SOJERN

Partner	Options:	Geography	Flight Dates	Co-op Partner Cost*	Impressions	Package Details	# of Packages
Sojern	Surrounding State - \$5K Option	ND, SD, WY, ID, WA	12-1-1/31; 5/1-7/31	\$5,000 (CPM: \$11.34)	440,950	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600)	Max of 6 partners
	Surrounding State - \$10K Option	ND, SD, WY, ID, WA	12-1-1/31; 5/1-7/31	\$10,000 (CPM: \$8.51)	1,174,700	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600), Value add text links	
	Key Market - \$5K	Chicago, Seattle Minneapolis	10/15-1/30 or 3/1-6/30	\$5,000 (CPM: \$8.69)	575,500	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600)	Max of 6 partners
	Key Market - \$10K	Chicago, Seattle Minneapolis	10/15-1/30 or 3/1-6/30	\$10,000 (CPM: \$7.64)	1,308,200	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral targetint to destination: Montana (300x250, 728x90, 160x600), Value add text links	

- + Contact: Kaitlin Stokely, kaitlin.stokely@sojern.com, 402-996-2033
- + Creative is Co-Op Partner-developed; three sizes:
  - + 300x250, 160x600 and 728x90
  - + Please confirm all creative specs with site contact prior to issuing creative

\*Sojern requires minimum investment of \$60,000 between all partners and MTOT

# MONTANA

# DIGITAL SUMMARY

Partner	Options:	Geography	Flight Dates	Co-op Partner Cost	Impressions	Package Details	# of Packages
iexplore	Co-Op Listing Level #1	National	10/15-1/31 or 3/1-6/30	\$10,000	1,175,000	Experiences Section Inclusion; Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 600K Banner Ad Impressions	n/a
	Co-Op Listing Level #2	National	10/15-1/31 or 3/1-6/30	\$5,000	525,000	Homepage Billboard Logo; Co-Op Enewsletter (600x200); Homepage Advert; 300K Banner Ad Impressions	n/a
	Co-Op Listing Level #3	National	10/15-1/31 or 3/1-6/30	\$1,500	175,000	Homepage Billboard Logo; Co-Op Enewsletter (600x200);	n/a
Trip Advisor	Package A	National and partner defined geo-target	10/15-1/31 and/or 3/1-6/30	\$3,500	TBD - estimate 195,000	Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT	n/a
	Package B	National and partner defined geo-target	10/15-1/31 and/or 3/1-6/30	\$7,500	TBD - estimate 415,000	Advertorial placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT	n/a
	Package C	National and partner defined geo-target	10/15-1/31 and/or 3/1-6/30	\$12,500	TBD - estimate 700,000	Advertorial premium (top of page higher SOV) placement banners and edit feature, targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (partner defined) and travelers planning trips to MT, Free spotlight tags to monitor click thru and conversion data	n/a
Madden Media	CEO Campaign - Winter	National	11/1-11/30 - winter	\$5,000	2,500,000	one of 5 partners built into Madden rich media designed unit for Montana (examples: www.maddenmedia.com/richmedia)	5 partners max
	CEO Campaign - Summer	National	4 weeks TBD - Summer	\$5,000	2,500,000	one of 5 partners built into Madden rich media designed unit for Montana (examples: www.maddenmedia.com/richmedia)	5 partners max
Sojern	Surrounding State - \$5K Option	ND, SD, WY, ID, WA	12/1-1/31 - winter 5/1-7/31 - warm	\$5,000	440,950	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600)	Max of 6 partners
	Surrounding State - \$10K Option	ND, SD, WY, ID, WA	12/1-1/31 - winter 5/1-7/31 - warm	\$10,000	1,174,700	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600), Value add text links	
	Key Market - \$5K	Chicago, Seattle Minneapolis	10/15-1/30 or 3/1-6/30	\$5,000	575,500	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600)	Max of 6 partners
	Key Market - \$10K	Chicago, Seattle Minneapolis	10/15-1/30 or 3/1-6/30	\$10,000	1,308,200	Online Boarding pass 300x250, Print Boarding pass 300x250, Behavioral target to destination: Montana (300x250, 728x90, 160x600), Value add text links	

# CO-OP PARTNER TIMELINE

- + Release to partners: August 1, 2011
- + Reservations: Due Sept. 30
- + Media live date: Starting Oct. 15
  - Depending on opportunity purchased

Effort	Timing (in market)	Geography
Winter National	10/15-1/31	National
Winter Key Market	10/15-11/30	Chicago, Seattle, Minneapolis
Summer National	3/1-6/30	National
Summer Key Market	3/1-6/30	Chicago, Seattle, Minneapolis
Surrounding States	12/1 – 1/31 & 5/30-7/31	ND, SD, WY, ID, Eastern WA

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Q&A

+ Any questions?

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# NEXT STEPS

- + Schedule follow up conference call to answer subsequent questions
- + MTOT to send out Sign Up sheet to all partners
- + Space reservation: first come, first served
- + Contact
  - Katy Peterson:
    - 406-841-2896
    - [kapeterson@mt.gov](mailto:kapeterson@mt.gov)

APPENDIX

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# CO-OP PLANNING WORKSHEET

+ FY12 Budget

Package/Pub	In Market Date(s)	Materials due Date(s)	Impressions	Cost
Estimated Total:				

+ FY12 Marketing Calendar

Package/Publication	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

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# MEDIA PARTNER GUIDELINES

1. Programs must include media support around the national and regional efforts as noted on the following slide
2. Media partners must be willing to sell the co-op to Montana partners and invoice partners separately for their participation
3. Give partners creative options: both templated vendor produced creative and partner pre-produced creative
4. Have price points that start at \$1,500 up to \$15,000 for the co-op partners
5. Be able to handle all logistics once program is developed & released to partners including providing digital reporting directly to partners
6. Accept 3<sup>rd</sup> party click imp/tags or willing to provide 3<sup>rd</sup> party reporting if partner decides to not use their own 3<sup>rd</sup> party reporting

## MONTANA

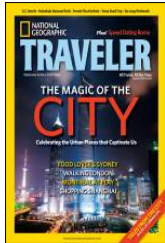
PRINT PARTNERS

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# PRINT PARTNER OVERVIEW



ARTHUR FROMMER'S BUDGET TRAVEL is a how-to travel guide servicing the leisure travel mass market. It provides consumers with practical, smart and timely ideas that instruct travelers. Plus, it provides opportunities for readers to tell exactly what they are looking for in a vacation, plus their best insider tips. Reader generated content is featured in editorial departments such as 20 Tips, True Stories, and the Budget Travel Upgrade, giving readers a forum to share their experiences and interact with other traveler



NATIONAL GEOGRAPHIC TRAVELER is a resource for active, curious travelers. It uses storytelling and you-are-there photography. It provides deep, reader-friendly service information to enable them to go places wisely and well. Features focus on domestic and foreign destinations, personal travel reflections, food and restaurants, great places to stay, photography, trends, adventure, ecotourism, road trips, cultural events, and travelers.



BACKPACKER brings the outdoors to readers by providing accessible, close-to-home getaways, practical tips for outdoor adventure, in-depth trail maps, scenic photography and the latest gear information available.

## MONTANA

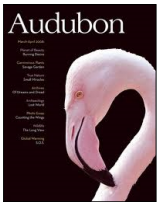
# PRINT PARTNER OVERVIEW



THE HISTORY CHANNEL MAGAZINE, adhering to the maxim that all history is personal, serves as an ongoing biography of the nation, capturing the essence of America and her people from their astounding accomplishments to the little known facts that helped make the country's story one of the most amazing ever told. Linking the past to current events, the magazine shows how the past informs the present and the future. Using narratives and authentic photographs, it chronicles historical figures, political events, military actions, popular culture, timelines, geography, collectibles and antiques.



OUTSIDE is an active lifestyle magazine which covers the adventure, sports, travel, personalities, health and fitness, gear, literature, and environmental issues of the world outside. Outside magazine inspires active participation in the world outside through award-winning coverage of all that makes up an active lifestyle.



AUDOBUN connects people with nature. It provides a place for readers to learn, explore, and be inspired by the natural world's great beauty and extraordinary diversity. The magazine creates a forum of ideas, by bringing together the pre-eminent thinkers of our time in a collection of personal essays, feature articles, and stunning photography. Audubon's educated audience is one of the most influential and socially conscious of any magazine in the country. They are powerful people who are making a difference in their communities. They trust Audubon as an authoritative source of information and inspiration.

## MONTANA

DIGITAL PARTNERS

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# IEXPLORE

- + Forbes Magazine Best Adventure Travel Website for 8 years and counting!
- + Travel + Leisure: Top 28 Travel Sites
- + National Geographic Best Adventure Travel Companies (2009)
- + Over 71% of iExplore visitors have NOT made a travel destination decision prior to visiting the site



# MONTANA

# IEXPLORE – CO-OP PROGRAMS

## + Co-Op Listing Level #1—\$10,000

- Experiences Section Sponsorship includes photo, banner, logo, articles, Top 10 List
- 600x200 ad in MT Exclusive e-newsletter sent out to over 110,000 opt-in subscribers
- Hi-resolution logo on Homepage Billboard
- Homepage Advertorial
- 600,000 Banner Ad impressions
- Fee for layout and formatting of ads will be incurred by publisher

## + Co-Op Listing Level #2—\$5,000

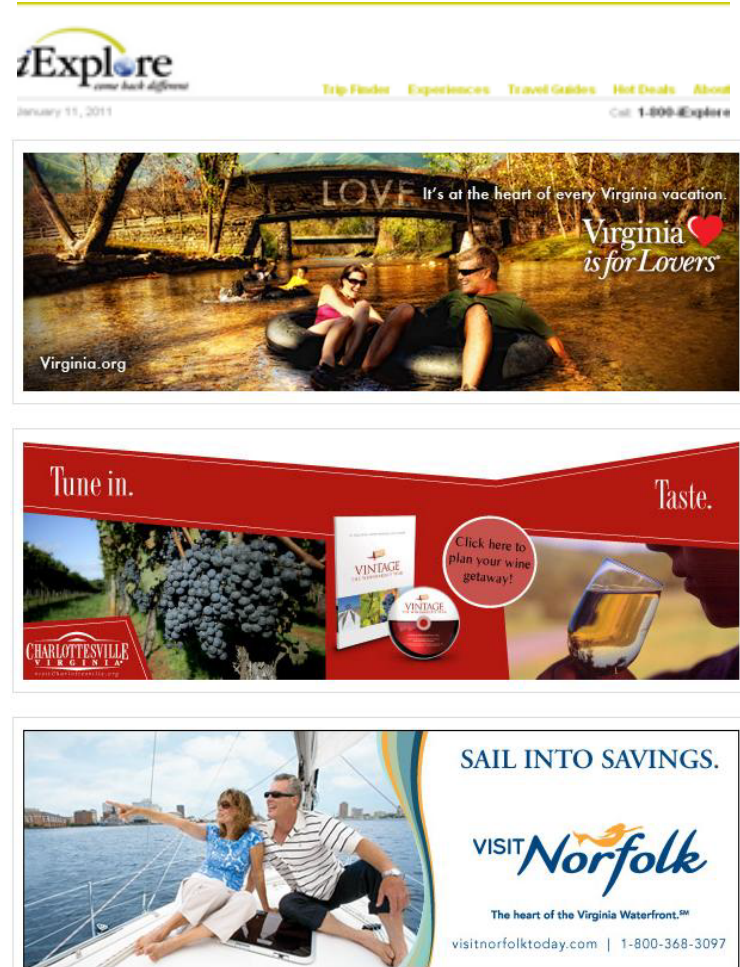
- 600x200 ad in MT Exclusive e-newsletter sent out to over 110,000 opt-in subscribers
- Hi-resolution logo on Homepage Billboard
- Homepage Advertorial
- 300,000 Banner Ad impressions
- Fee for layout and formatting of ads will be incurred by publisher

## + Co-Op Listing Level #3—\$1,500

- 600x200 ad in MT Exclusive e-newsletter sent out to over 110,000 opt-in subscribers
- Hi-resolution logo on Homepage Billboard
- Fee for layout and formatting of ads will be incurred by publisher

# IEXPLORE CO-OP DEDICATED E-NEWSLETTER

- + iExplore will be responsible in selling various size ad displays to co-op partners in the MT Dedicated Enewsletter



## MONTANA



# IEXPLORE BANNER IMPRESSIONS



Leaderboard  
728x90

## Colorado Travel Guide



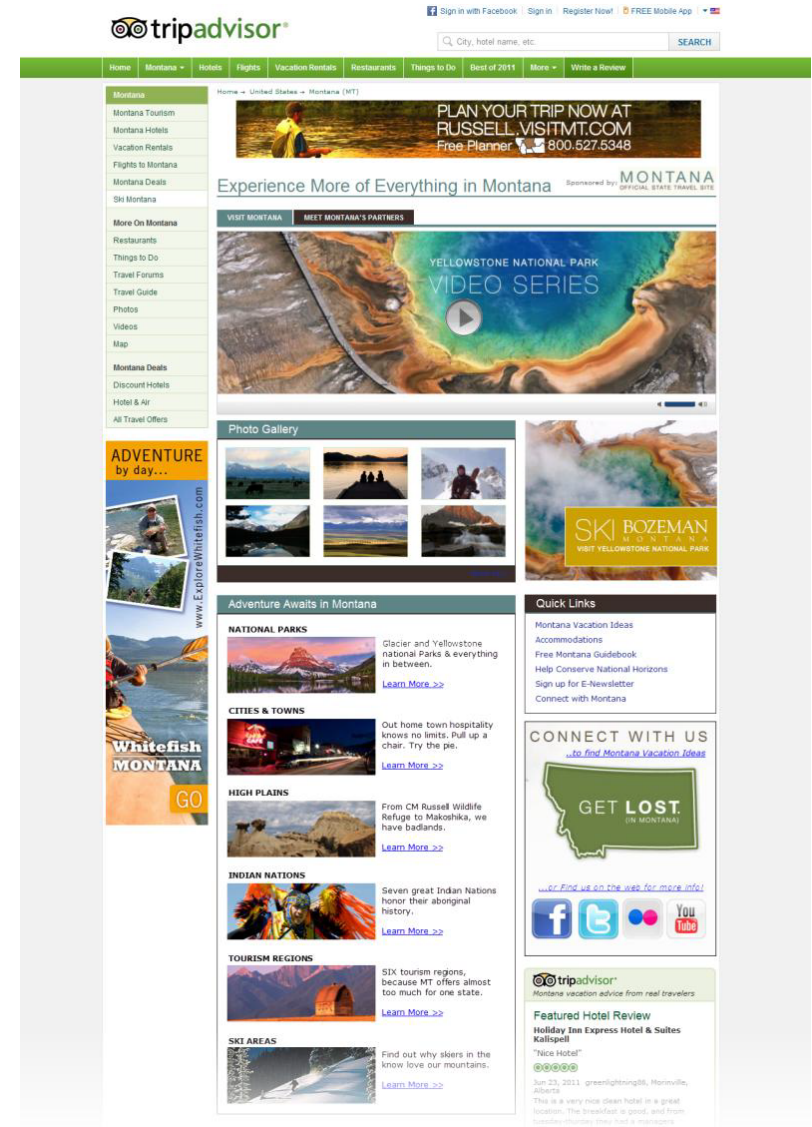
Island/Big Box  
300x250

# MONTANA

# TRIP ADVISOR

- + Lead Travel site
- + Consistently a top performing site in FY11
- + Program will center around Montana Advertorial
- + Housed in TripAdvisor's framework, the Montana Advertorial will join together Montana and partner content to display the wealth of Montana material and various sponsorship elements on TripAdvisor within a single branded experience

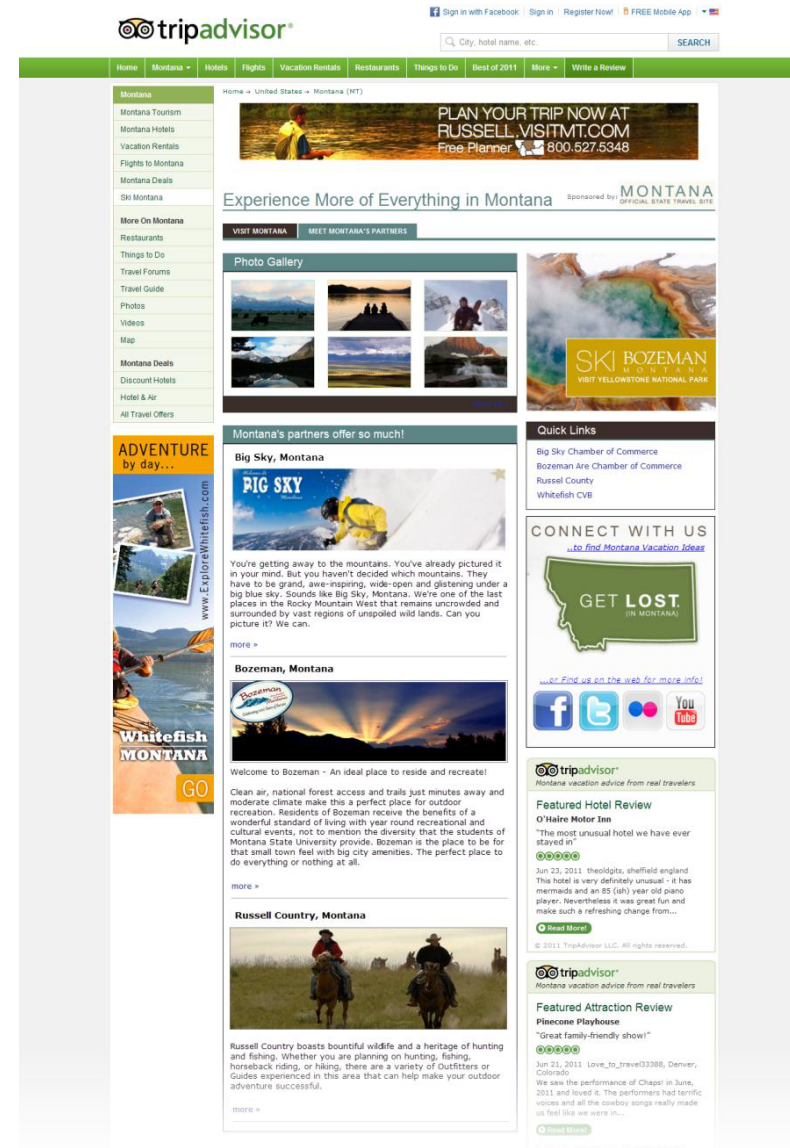
# MONTANA



# TRIP ADVISOR

- + Partners will have a dedicated page on the Montana Advertorial where they will be incorporated via:
  - Main body content and imagery dedicated for each partner
  - Quick links driving to each partner's website
  - Advertorial banner rotation on all tabs of the Montana Advertorial driving to the partner websites

# MONTANA



# TRIP ADVISOR – PROGRAM OVERVIEW

## + Sponsorship Concept:

- Utilizing a targeted promotion and an Advertorial on TripAdvisor, the Montana Department of Tourism will have the ability to increase awareness for Montana as an ideal travel destination and inspire users to visit the state of Montana and the various destinations within the state.

## + Advertorial Sponsorship Details:

- The Advertorial will provide a great platform that leverages TripAdvisor's framework, as well as Montana and their partners' content, to position Montana as the destination to visit whether you're seeking adventure or culture
- Montana's Advertorial will:
  - Provide a central landing page for Montana Tourism to showcase their wealth of content, imagery and partner creative on TripAdvisor that will resonate among our trusted users and drive traffic to Montana's site.
  - Promote Montana as a sought after travel destination through prominent video integration on Montana's Advertorial page
  - Inform the TripAdvisor audience about the various benefits for planning a trip to Montana through text, images, promotions, drivers for social media, and more!
  - Drive interest in the Montana Vacation Ideas through promotional elements on the Montana Advertorial.
  - Incorporate Montana partners via main body content, quick links, and banner rotation to increase their exposure in the industry statewide. Partners will have a dedicated page on the advertorial as well as promotional elements on other pages of the advertorial.



# TRIP ADVISOR CO-OP PACKAGES

- + Co-Op Package A: \$3,500 net
  - Advertorial Editorial Feature with contextual links to Montana Tourism partner website
  - Banner rotation within Advertorial page (clicks through to Montana Tourism partner website)
  - "Quick Link" text links - (clicks through to Montana Tourism partner website)
  - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers planning trips to Montana (clicks through to Montana Tourism partner website)
    - Montana Content Impressions @ \$17 CPM = 82,353 impressions on TripAdvisor.com
  - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (clicks through to Montana Tourism partner website)
    - State Content Impressions @ \$17 CPM = 123,529 impressions on TripAdvisor.com
    - Narrower geo- targeting can be applied, however CPMs may increase

## MONTANA

# TRIP ADVISOR CO-OP PACKAGES

- + Co-Op Package B: \$7,500 net
  - Advertorial Editorial Feature with contextual links to Montana Tourism partner website
  - Banner rotation within Advertorial page (clicks through to Montana Tourism partner website)
  - "Quick Link" text links - (clicks through to Montana Tourism partner website)
  - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers planning trips to Montana (clicks through to Montana Tourism partner website)
    - Montana Content Impressions @ \$17 CPM = 176,471 impressions on TripAdvisor.com
  - Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (clicks through to Montana Tourism partner website)
    - State Content Impressions @ \$17 CPM = 264,706 impressions on TripAdvisor.com
    - Narrower geo- targeting can be applied, however CPMs may increase
  - Qualifies participating Montana Tourism DMO's for 10% discount of TripAdvisor's Tourism Sponsorship Program

## MONTANA

# TRIP ADVISOR CO-OP PACKAGES

## + Co-Op Package C: \$12,500 net

- Premium placement on advertorial (top editorial listing, higher SOV of banner rotation within the advertorial)
- Advertorial Editorial Feature with contextual links to Montana Tourism partner website
- Banner rotation within Advertorial page (clicks through to Montana Tourism partner website)
- "Quick Link" text links - (clicks through to Montana Tourism partner website)
- Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers planning trips to Montana (clicks through to Montana Tourism partner website)
- Montana Content Impressions @ \$17 CPM = 294, 118 impressions on TripAdvisor.com
- Targeted banner campaign; to include 300x250, 160x600 and 728x90 banners - targeted to travelers who live in Key Feeder States (clicks through to Montana Tourism partner website)
  - State Content Impressions @ \$17 CPM = 441,176 impressions on TripAdvisor.com
  - Narrower geo- targeting can be applied, however CPMs may increase
- Qualifies participating Montana Tourism DMO's for 10% discount of TripAdvisor's Tourism Sponsorship Program
- Free Spotlight tags to accurately monitor click through, view through and conversion data

# MONTANA

# MADDEN MEDIA

- + Will provide branding exposure and Web traffic through a Customized and Executed Online (CEO) cooperative rich media banner ad campaign.



- + Samples of other online efforts:
  - <http://www.maddenmedia.com/richmedia/>

# MONTANA



# MADDEN MEDIA

- + Participating partners will receive a detailed report on their portion of the creative.
- + Madden will also provide view-through tracking to help quantify the effects of this branding effort, meaning the reports will identify website visits by those who were served the ad and chose to respond indirectly within 30 days of being served an impression.



# MONTANA

# SOJERN

- + Unique behavioral network of consumers further down the funnel who are actively searching for flights
- + Working directly with airlines  
Sojern is able to pixel track consumers who have shown an intent to book a flight to Montana or surrounding regions



# MONTANA

# SOJERN TRAVEL DOCUMENTS ADS

## Online Travel Documents

www.airlinecheck-in.com

**BOARDING PASS**

PASSENGER NAME  
Traveler/John Q

FROM: Origination City, USA CARRIER FLIGHT CLASS DATE  
TO: Destination City, USA GATE BOARDING TIME SEAT  
DEPARTS  
09:15 AM 13C  
09:45 AM

**\*\*GROUP- 2\*\***

ELECTRONIC

For your upcoming trip Brought to you by **SOJERN**

LATEST FLIGHT INFO Updated: 12:00 PM, 03/09/11  
Provided by FlightStats

Chicago O'Hare Int'l Airport

Status: **Departs on Time**

Estimated Departure: **5:05 PM CST** Terminal: **1** Gate: **C9**

view terminal map

CURRENT AIRPORT DELAY INFORMATION

Delay Index: **Very Low**  
General Arrival/Departure delays are 15 minutes or less.

WEATHER FORECAST - CHICAGO O'HARE INT'L AIRPORT  
Provided by CustomWeather

03/15 Day: High 43°  
Mostly sunny. Highs in the lower 40s.  
Precipitation: 7%

03/15 Night: Low 35°F  
Partly cloudy. Lows in the upper 30s.  
Precipitation: 10%

AT YOUR DESTINATION

WEATHER FORECAST - SAN FRANCISCO

Wed Mar 16 A few showers. High level clouds. Cool. 56°F/47°F

Thurs Mar 17 Sprinkles late. Partly sunny. Cool. 56°F/47°F

Fri Mar 18 Rain. Overcast. Cool. 56°F/47°F

Thurs Mar 16 Light rain. Overcast. Cool. 56°F/47°F

EVENTS IN SAN FRANCISCO

Rocket Boat on the Bay Pier 39 Fri, Mar 11 4:30p  
Ride RocketBoat, the newest and most exciting thrill ride on San Francisco Bay! Climb aboard and hang...

San Francisco Dinner Dance Cruise - 10, Mar 11 8:30p  
Enjoy the finest food and drink while...

300x250 Ads

Online Boarding Pass

## Print Travel Documents

**BOARDING PASS**

PASSENGER NAME  
Traveler/John Q

FROM: Origination City, USA CARRIER FLIGHT CLASS DATE  
TO: Destination City, USA GATE BOARDING TIME SEAT  
DEPARTS  
09:15 AM 13C  
09:45 AM

**\*\*GROUP- 2\*\***

ELECTRONIC

Weather Forecast for San Francisco

Wed Mar 16 Mostly Sunny 60°F/51°F

Thurs Mar 17 Mostly Sunny 55°F/47°F

Fri Mar 18 Mostly Sunny 53°F/48°F

Top Picks - Restaurant in San Francisco, CA

Restaurant Gary Danko 800 North Point St., San Francisco, CA 94109 (415) 749-2060

Boulevard 1 Mission St., San Francisco, CA 94109 (415) 543-6084

Coco 500 500 Brannan St., San Francisco, CA 94107 (415) 543-2222

NOPA 560 Divisadero St., San Francisco, CA 94117 (415) 864-8643

Top Picks - Things to Do in San Francisco, CA

Golden Gate Bridge, Lincoln Blvd & Hwy 1, San Francisco, CA 94129 (415) 921-5858

deYoung Museum 50 Hagiwara Tea Garden Dr., San Francisco, CA 94118 (415) 863-3330

California Academy of Sciences 55 Music Concourse Drive, San Francisco, CA 94143 (415) 379-8000

The Exploratorium 3601 Lyon Street San Francisco, CA 94123 (415) 561-0360

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GET LOST

GET LOST EXPLORING IN MONTANA

Do you have comments or suggestions? Visit Sojern on the web at [www.sojern.com/feedback](http://www.sojern.com/feedback).

Print Boarding Pass

MONTANA

# SOJERN CO-OP OPTIONS

## + Option 1: Surrounding State Summer Effort

- 05/01-7/31/2012
- Targeting travelers from ND, SD, WY, ID WA on the Sojern Media Network
- Targeting travelers to Montana with Online & Print boarding passes

## + Option 2: Key Market Winter & Summer Effort

- 10/1-11/30
- Targeting travelers from Chicago, Seattle & Minneapolis
- Targeting travelers to Montana with Online & Print boarding passes

# MONTANA